

American Motors' Styling Director Has Toughest Job in Auto Industry

Detroit—UPI—Edmund E. Anderson may have the toughest job in the auto industry.

Anderson is director of automotive styling for American Motors and it is his job to design a car that will look like new even though its styling doesn't change for as much as 8 to 10 years.

American Motors President George Romney announced a new policy for his company earlier this year. He said the company would keep the styling of its Classic and Ambassador models "contemporary" with the trends in the industry but would establish a "continuity of styling" for the Rambler American.

This means Anderson has to style the Rambler so it will look fresh indefinitely.

But the handsome, graying stylist said the job isn't as difficult as it may sound.

"All we have to do is look into the future and decide what features of today's cars are likely to be appreciated years from now," he said modestly. "Then we design our cars to preserve these features."

"We believe there are two basic ingredients of good styling which will never change. They are passenger comfort and product usefulness."

A third ingredient, high styling or good looks, is more transient, he admitted. The public's idea of what looks good changes from year to year.

Most automobile designers, many of them better known than Anderson, try to get something characteristic in the design of their cars in order to help sales and then consider passenger comfort and product usefulness.

Anderson says he reverses the order of these styling criteria when he is designing for durability.

"We consider passenger comfort and product usefulness first because we know these are the features that will still be in demand many years from now," he said.

Campaign Planned To Combat Thefts Of Christmas Trees

Klamath Falls—The dragnet has been thrown across southern Oregon's forests to snare gangs of Christmas tree rustlers.

Cooperative action is being shaped between federal and state agencies, tree farmers and forest industry fire protective organizations to combat Yule thieves who prey upon timber growers and smuggle stolen trees across the California border.

Klamath Forest Protective association has been designated the "operations center" for the campaign. George Wardell, KFPA district warden, said the industry association will coordinate patrol activity and will maintain a card file on both legally authorized harvesters as well as on known violators.

Law enforcement agencies will also conduct spot checks of trucks loaded with Christmas trees to determine whether drivers have a bill of sale as required by state law.

Forest industry loggers and foresters will use their mobile radio network to report violations. Foresters from the Indian service, forest service and private companies will join the woods patrol.

Some 15 tree farmers in the Klamath Falls area have tacked up posters offering a \$250 reward for apprehension and conviction of tree rustlers.

For family cutters, however, who enjoy going into the forest to get their own tree, Weyerhaeuser company is designating marked areas on its tree farm lands in which families that obtain a tag permit may take up to five trees without charge. The permits and information on where to cut may be obtained at Klamath Forest Protective association offices.

Fred Southwick, warden for the Douglas Forest Protective association at Roseburg, said his organization will also maintain a forest patrol to check on tree rustling.

Most of the trees taken by scavengers find their way into California, the principal western market. In addition to huge quantities which move south by rail in regular market channels, California absorbs an estimated 500,000 Yule trees annually in legal truck shipments from Oregon.

Jim Corlett, secretary-treasurer of Oregon Forest Protective association, Portland, said most of the tree poachers do their cutting during daylight hours, cache the trees and come back for them at night.

"Christmas tree harvests are beneficial in young stands of trees when they are carried out as a judicious thinning operation to make room for the better trees to grow into timber," he said, "but the poachers hack and slash indiscriminately."

Treasury Will Be Shortchanged in Colorado Project

Washington—UPI—The U.S. Treasury will be shortchanged by \$5 million because the current irrigation allocation on the Parker-Davis power and irrigation complex is too high, according to a report by the General Accounting office.

The report to Congress on the lower Colorado river basin water development program said the Secretary of the Interior should "review the basis for the allocation to irrigation and, if necessary, recompute the interest accruing to the U.S. Treasury."

The auditors noted the Interior Department did not concur in their conclusions on the irrigation allocation, but the GAO said the department "offered no specific reasons for disagreement with our findings."

Review Recommended
The GAO also recommended that the Secretary of Interior review the allocation of construction costs allowed under the Mexico Water Treaty for the two dams. The report said the treaty "was based on assumptions and conditions covered in a study made in 1947 which existed significantly from existing conditions."

It recommended a new allocation based on "more up-to-date water information and current operational concepts."

The auditors also said allocation costs of the Parker-Davis project included contributions for construction of a highway across the Davis dam which caused an understating of interest of \$421,000 due the federal government over a 50 year period.

The GAO's final recommendation called on the Interior Secretary to determine if the rate being charged the Parker-Davis project for energy developed at the siphon power plant is "reasonable and fair."



CALLS FOR CHANGE - Singer Jane Morgan, above, has called for a change in the method of giving awards to vocalists. Miss Morgan says presentation of "gold records" to successful singers has become a joke. (UPI Telephoto)

Jane Morgan Suggests Change in System of Awards to Vocalists

Hollywood—UPI—Singer Jane Morgan is calling for a change in the method of giving awards to vocalists, claiming the handing out of gold records to successful artists has become a joke.

"The gold record is supposed to be a symbol of achievement, the sale of one million records," she said. "But, some companies are giving them away to singers who sold much less than that amount."

"Record companies give them away indiscriminately and you don't know whether or not the award is legitimate. Most of the time it isn't."

Although Jane's record of "Fascination" hasn't yet sold a million copies, she was offered a gold record anyway.

"The head of the company even had it pressed," she said. "He told me I could have the record if I felt I should."

About 50,000 Short
"I told him I didn't want the thing until the tune sold a million copies. I've never received a gold record, but 'Fascination' is still selling and is only about 50,000 short of a million sales."

"Gold records used to mean a lot in this business, but not any more. Why, I know one girl who got a gold record and her song didn't sell more than 250,000 copies."

Miss Morgan said an organization should be formed that gives awards to recording stars on the basis of merit, not sales.

"The record business is the only part of the entertainment field that hasn't a group which decides who deserves an award," she claimed. "Movies, TV and the stage all have an organization which does that."

"The Academy of Recording Arts and Sciences is trying to do it out here for the recording business."

Jane asked that the responsibility for giving awards be taken out of the hands of record company executives.

Used as Promotion
"They use the gold record idea as a promotion for their songs," she claimed. "A person gets an award for selling lots of copies of some horrible thing."

"Hollywood produces a lot of films which make a lot of money but they don't necessarily get academy awards because of their box office popularity. But gold records are given on sales."

Citing some of the horrible music being aired in the nation these days, Miss Morgan made a plea for something better but she expects no relief from the recording companies.

"Nobody in the record business is trying to raise the standards of the public," she said. "Recording company executives say, 'we can't fight this.' But, this can't go on. There has to be a change."

Tip Suggested
Jane suggests that singers and musicians take a tip from Hollywood actors who formed their own corporations.

"Some of the best films have been made by actors who have their own companies," she said. "I believe this is happening in the record business now."

"Some artists are getting tired of the material being handed them from existing firms."

But, in a way, it's not only the fault of disc company executives.

"Nobody is writing or recording songs for adults these days," she complained. "They are for 12 year old minds."

MOSLEM COUNT
India's population includes 44 million Moslems.

FEW VEHICLES
Detroit—Less than two million motor vehicles had been built when the federal air road act was enacted in 1916.

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